

SmartSites' AdWords Campaign Delivers Record Seasonal Revenue for Addiction Treatment Center



About SmartSites

www.smartsites.com

- Headquartered in Englewood Cliffs, NJ
- Founded in 2011 and became a Premier Google Partner in 2016
- A young, motivated and continually growing full service digital agency offering website design and development, SEO and PPC
- Only 5-star reviews across Google+, Yelp and Facebook

About New Life

www.newlifeaddictiontreatment.com

- Located in Palm City, FL
- Doctor-owned and operated since 2011
- Individualized treatment center giving patients the best chance of starting a new life addiction-free

Goals

Optimize the New Life website to be used effectively for a strategic Google AdWords campaign that drives qualified leads via new form submissions and calls

- Target specific audience demographics to maximize potential for conversion, including insurance coverage
- Ensure maximum year-round occupancy to mitigate seasonal addiction fluctuations
- Convert website to mobile-friendly with responsiveness while creating targeted landing pages

Founded in 2011, New Life Treatment Center has given a second chance to those battling addiction and substance abuse, all in the quiet and serene surroundings of Palm City, Florida. New Life is uniquely known for its smaller, boutique feel. As an inpatient treatment center, the entire industry looks to maximize the amount of available beds to maximize revenue while maintaining the highest quality standards of care. In particular, this means navigating the traditional seasonal fluctuations.

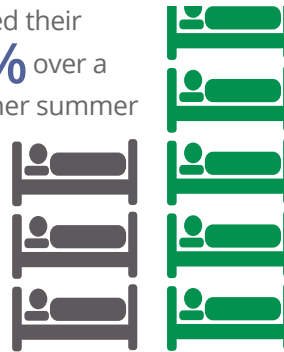
Since its opening, New Life's website offered little traction outside of a basic online presence. For years, marketing efforts were provided by a single person, but in June 2014, the center engaged SmartSites, a Premier Google Partner, to boost the traffic efficiency and conversion potential of its website. After several small projects, New Life opted for a full online marketing campaign and website overhaul in early 2016.

Game Plan: Target High-End Patients

For any treatment center, the goal is to maximize occupancy. Most centers have 250-300 beds while New Life's unique status as a doctor-owned and operated boutique-type facility offers merely 40 beds. Because of that, high-end patients with coverage from employee/private insurance policies were targeted rather than Medicare/Medicaid clients. SmartSites addressed this by focusing AdWords Campaigns on researched regional demographics of high private insurance coverage.

RESULTS & METRICS:

New Life increased their budget by **63%** over a traditionally thinner summer season, and held that budget after reaching full occupancy in August.



Due to the personal nature and insurance coverage of the service, most qualified leads were converted to patients. SmartSite's guidance increased on-site information for a **392%** growth in average user time on site.



With click-to-call mobile viewers proving to be the most qualified leads,

SmartSites built a responsive website leading to a **321%** increase in mobile traffic.



WHY IT WORKED:

A Strong Partnership

"We have worked with SmartSites for years and they have always done an excellent job for us. Great design work, timely and professional site maintenance, and reasonable cost. Easy to work with. We're very pleased with the result."

Jennifer Rae, Director of Admissions
New Life Treatment Center

Understanding Behavior

"The team at New Life made it easy for us because they understood their target audience's behavior. We simply had to configure AdWords to best maximize exposure to this target, as well as make the site accessible to these segments. The results speak for themselves."

Oleg Korneitchouk, Director of Marketing
SmartSites

Maximizing ROI

"We knew leads converted at a high percentage because of insurance requirements. Thus, the goal was to put the site in front of the people that needed it. This strategy helped New Life maximize their return on investment while meeting occupancy needs."

Alex Melen, Co-CEO
SmartSites

Florida treatment center reaches maximum occupancy with AdWords campaign targeting specific demographic and insurance audiences.

Behavioral Segmentation

Because the potential rehab patients battle a variety of issues, the team at SmartSites understood that their advertising budget was best spent on hitting specific behavioral segments. This meant using daytime targeting on AdWords displays, as nighttime tended to be when addicts were under the influence rather than considering their options for treatment. This also meant understanding the different audiences between desktop and mobile; most desktop visitors tended to be concerned friends and family while mobile visitors were the actual potential patients. Insurance coverage was also a concern, so relevant insurance information was included in the contact process as a means of further maximizing return on investment.

"We have worked with SmartSites for years, and they have always done an excellent job for us. Great design work, timely and professional site maintenance, and reasonable cost. Under SmartSites' guidance, we have experienced website traffic increase by over 400% in less than a year."

—Jennifer Rae, Director of Admissions, New Life

CONCLUSION:

In less than a year of actively working with SmartSites, Florida's New Life Treatment Center has overcome some of its biggest online marketing issues to drive unprecedented occupancy levels. The rehab industry's biggest problem stems from seasonal fluctuations that tend to impact an addict's behavior patterns, and through effective targeting and outreach, New Life was able to achieve full occupancy in July and August of 2016. The campaign has been so effective that New Life increased the monthly budget steadily until this goal was achieved; it is currently steady at a maintenance level.

"We were facing a number of challenges with our website traffic, from lacking specific landing pages to failing to be mobile-friendly. At the same time, we had very specific demographic needs, including marketing to those with private or employee insurance," says Rae. "With SmartSites, we found a partner that understood these very specific needs and executed a strategy that grew in efficiency each month. We are at maximum occupancy now during our slowest season and couldn't be more pleased."

